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MEASURING

2000 STATE OF THE REGION REPORT

THE SAN DIEGO REGION'S LIVABILITY

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SAN DIEGO ASSOCIATION OF GOVERNMENTS

A photograph of a white egret standing in a marshy area with tall grass and water. The egret is positioned on the left side of the frame, facing right. The background is filled with dense, tall grass and some water. The overall tone is sepia or brownish, giving it a vintage or naturalistic feel.

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MEASURING OUR PROGRESS TOWARD A SUSTAINABLE, PROSPEROUS REGION

The San Diego region is one of the most desirable places to live and work in the country, but we face significant challenges. The region is expected to add more than 500,000 new jobs and the population is expected to increase by more than a million people by 2020. We will have to provide more than 400,000 new houses and expand our infrastructure to accommodate the new jobs and people. How do we handle this growth and still maintain our quality of life? And how do we ensure that we move forward together with our Southern California and our Northern Baja California neighbors?

We are not the only ones who are growing. While we grew by approximately two percent last year, our northern neighbors in Riverside County grew by almost three percent and our southern neighbors in Tijuana grew by more than five percent. Many people who live here and visit our area take part in business and tourist activities that cross our boundaries. We must consider how our actions affect the well being of our greater region and how we are affected by their actions. As we move forward to improve our own quality of life, we should keep this greater context in mind.

This report, which is the first in a series of annual reports, monitors a number of indicators that are tracked by SANDAG and other San Diego region agencies. The indicators help track the region's progress in maintaining a high quality of life and toward implementing the REGION2020 growth management strategy. In this initial report, we describe the REGION2020 Strategy, discuss where we were in the 1990s, identify where we are today, and establish what we need to accomplish in the next 20 years. This report serves as one in a series of reports related to the Strategy on economic prosperity, housing, transportation, environment, and fiscal reform.

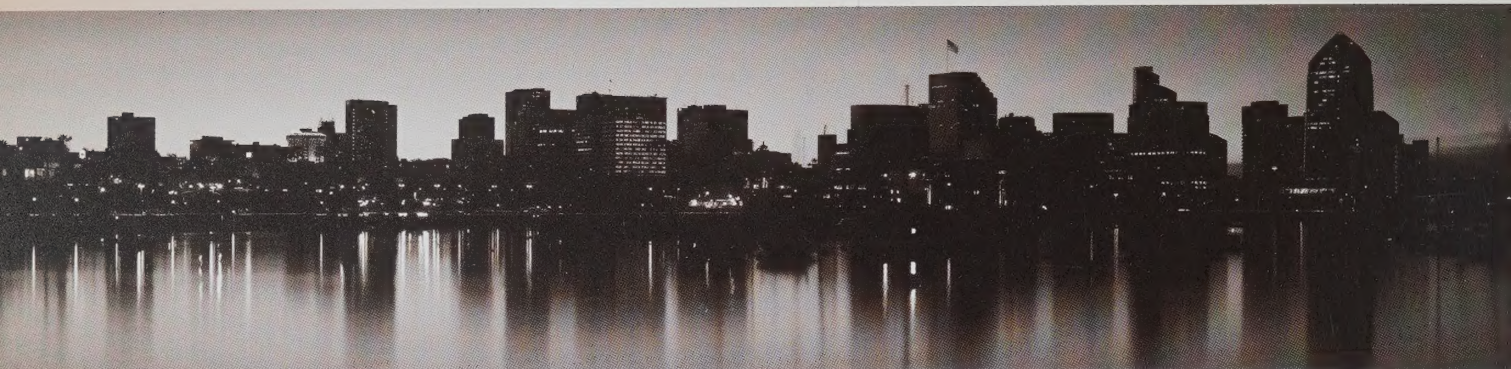
GRADING THE REGION

We asked residents to grade our region's progress in the five areas of the REGION2020 growth management strategy. The results are in, and in most areas we must set priorities and make serious commitments to show improvement. Join the discussion, take up the charge, and help improve the region's livability.

GRADING

- A – Excellent
- B – Good
- C – Satisfactory
- D – Needs Improvement
- F – Failing

See the region's grades on page two.



The indicators will be one measure of our progress and an annual report card will show how residents grade the region's accomplishments toward the goals of REGION2020. For the initial 2000 Report Card, SANDAG asked residents, elected officials, members of civic and environmental groups, the private sector, and people representing various other interests to assign grades to each area within the Strategy. The verdict is in – not surprisingly, San Diego residents assigned the region a variety of grades, ranging from a B+ in Economic Prosperity to a C in Environment to a D in Transportation. Generally the grades that people assigned tend to match up with our trends. In some areas, however, the grades reflected a poorer perception than the trends.

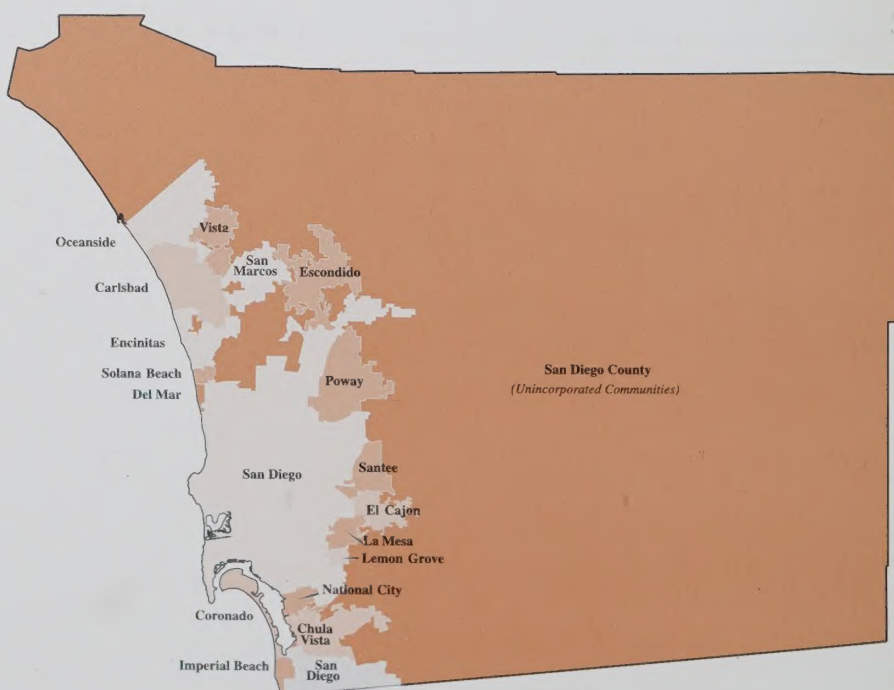
We will use the grades as one measure for charting our progress. Annually, SANDAG will conduct a public opinion survey to determine how our residents assess the quality of life in our region.

Vision, commitment, and effort are required to improve both the reality and perception of our quality of life in the San Diego region. By tracking measurable goals, we can demonstrate positive results, as well as identify shortfalls. We can use the information to challenge residents, business and community groups, and elected officials to take the right steps needed to improve our region's livability and bring up our grades.

REPORT CARD

1990 2000

Economic Prosperity	C	B+
Transportation	C	D
Housing	C	D+
Environment	C+	C
Fiscal Reform	C-	C-



WHERE WE FOCUS OUR GROWTH AND HOW WE DESIGN OUR COMMUNITIES

REGION2020 seeks to maintain the region's high quality of life by ensuring that future growth is "smart growth." Smart growth focuses future development away from rural areas, and instead, closer to existing and planned job centers and public facilities. Equally important, smart growth promotes designing our neighborhoods so that residents can walk, bike, or take transit to shops, schools, parks, work centers, and other convenient places. These two steps — focusing future growth in our urban areas and designing our communities in ways that encourage walking and other transportation choices, are essential for the future of our region. They help protect the environment and natural resources by preserving open space and farmland, and by reducing the amount of travel necessary between home, work, and play.

Based on the smart growth foundation, REGION2020 contains five areas of emphasis: economic prosperity, transportation, housing, environment, and fiscal reform. These five areas, which are integrally connected to our land uses, are interrelated and interdependent. In other words, we need to make progress in each of these areas which frequently overlap in order to improve our quality of life.

Our elected officials make many decisions, including how we distribute our land uses, how we use our land in the areas where we choose development, and the kinds of transportation connections that we provide. These are critical decisions. Many of the policies that shape our development patterns are found in local general plans and zoning codes, and in various regional plans, including the Regional Transportation Plan and REGION2020.

SANDAG is working with the region's local governments, the public, community groups, and the private sector to implement REGION2020 through changes to local and regional plans and policies, and by developing principles of smart growth to provide a framework for action. Our region's residents are critical in this process. Through their involvement in these issues and participation at public hearings, they can provide our policymakers with the needed support to make the tough decisions that will be necessary to achieve smart growth implementation.

This annual report will help monitor our region's progress toward implementing the REGION2020 Strategy and improving our quality of life.

Smart growth focuses future development away from rural areas, and instead, closer to existing and planned job centers and public facilities.



ECONOMIC PROSPERITY ENSURE A RISING STANDARD OF LIVING

Over the past three decades, the rate of growth in our region's standard of living has trailed the national trend, which has risen about two and one-half times faster. In 1970, for example, local per capita income, measured in 1996 dollars, was 23 percent higher than the nation. By 1994, the region's per capita income had declined to match the national level, and based on current trends will continue to fall behind. In 1998, SANDAG adopted the Regional Economic Prosperity Strategy. The Strategy recognized the basic restructuring of the region's economy, and recommended actions designed to create middle income jobs that would ensure a rising standard of living for all of our residents.

PER CAPITA INCOME

GOAL:

- ◆ Ensure a rising standard of living for the region's residents that is equal to or above the national trend. Changes in standard of living can be measured by real per capita income.

The largest single factor contributing to the low real per capita income growth is the lack of balance between high-paying and low-paying job growth. Between 1980 and 1997, for example, low-paying jobs have accounted for 38 percent of job growth while high-paying jobs have accounted for 31 percent. Also, during the

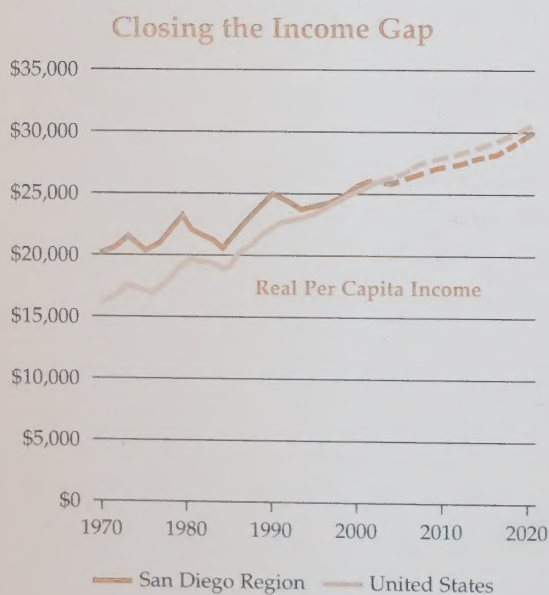
recession in the early 1990s, we lost a greater proportion of high-paying jobs than low-paying ones, contributing to the imbalance. High-paying industries are defined as those with payrolls that account for 50 percent of total payroll in the region, making up about one-third of total employment. The bottom one-third of all jobs accounts for about 19 percent of total payroll. The average annual wage in the high-paying category is about \$35,000 and the average wage in the low-paying category is about \$24,000.

One way to overcome this imbalance in low- and high-paying job growth is to identify and encourage job growth in areas of the local economy that offer above average wages and salaries. This can be accomplished by using employment clusters. Employment clusters are groups of complementary, competing, and inter-related industries that drive wealth creation in a region, primarily through the export of goods and services. Many of our highest paying job opportunities are part of the emerging growth technology clusters. Accurately defining these employment clusters allows policymakers in the region to focus on the quality of jobs created, not just on job creation. By focusing on the quality of jobs instead of just the quantity, we can achieve our economic prosperity goal of a higher standard of living.

**We must identify
and encourage job
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Income distribution is another way to monitor changes in the economic well-being of our region's residents. High-quality job growth, gains in education and literacy levels, and access to better jobs should result in an increase in the ranks of the "middle class." Typically, identifying the middle class is derived from household income. In current dollars, the region's median household income grew from \$35,000 in 1989 to \$43,600 in 1998. However, adjusting these figures for inflation shows that *real* household income actually declined by about three percent (from \$35,000 to \$34,000 in constant 1989 dollars) during that time.



A serious challenge the region faces is improving economic opportunities for those in the low-income levels. In the San Diego region and throughout the state, the disparity between low- and high-income levels has increased and the gap between the rich and the poor is expected to continue to grow. Bold, innovative action is required from policymakers, financial and business leaders, and educators to reverse this trend and improve the quality of life for those who are missing out on the economic boom.

Most of the region's new job opportunities will come from "home grown" entrepreneurs and other local business people, not from outsiders. Between 75 and 80 percent of net new employment growth comes from new business start ups and on-site expansions of existing businesses. More than half of all new jobs are produced by independent businesses fewer than five years old.

On one hand, SANDAG's Regional Economic Prosperity Strategy encourages the expansion of high value-added jobs and recognizes that good job opportunities will require workers to be properly prepared through education and technical training. Currently there are more high-skilled jobs than employees to fill them. The San Diego region supports numerous workforce and education partnerships that provide opportunities for workers to expand their skills for these high-wage jobs. High value-added jobs pay higher wages because they require the worker to be more productive, which is achieved primarily through education and training. The challenge is to promote access to training so all workers can more fully participate in the economy.

On the other hand, the Prosperity Strategy recognizes that our economy must overcome existing structural problems related to being so dependent on Department of Defense expenditures over the past five decades. We must provide the fundamental infrastructure required by our high value-added cluster industries, primarily through investment and public policy action. The most important infrastructure items include a more secure water supply, access to hazardous and low radiation waste storage sites, adequate sewage and solid waste capacity, and better direct access to communications with the growing international trade markets.

ACTIONS AND RESPONSIBILITIES:

♦ Local governments should work collaboratively with our economic development organizations, labor groups, and other interested parties on efforts to encourage the growth of our regional industrial clusters.



♦ The region's economic development organizations should identify capital resources and funding opportunities for our emerging industrial clusters.

♦ Local governments in the region should institute changes such as regulatory reform and privatization to reduce the costs imposed on business by government.

♦ Our school districts, community college districts, colleges, universities, and research institutions should develop linkages with the workforce. Educational efforts should encompass all aspects of our society by expanding programs that reach out and assist under represented students with education and training opportunities.

♦ Private sector organizations and government agencies that are responsible for the region's access to domestic and international markets should expand international trade capabilities and prioritize capital improvements on a regional level.

Most of the region's new job opportunities will come from "home grown" entrepreneurs and other local business people.

Wage Rates in Employment Clusters		
	1990	1998
Visitor Industry Services	\$15,328	\$15,730
Fruits & Vegetables	13,649	16,412
Horticulture	18,015	22,025
Business Services	31,917	30,884
Entertainment & Amusement	27,395	30,944
San Diego Cluster Regional Avg.	32,855	36,084
Recreational Goods Mfg.	26,803	36,340
Medical Services	40,730	38,015
Biomedical Products	34,670	41,464
Financial Services	36,869	42,186
Environmental Technology	39,310	43,201
Communications	45,625	51,352
Biotechnology & Pharm.	43,280	51,500
Defense & Transport. Mfg.	41,299	52,573
Computer & Electronics Mfg.	42,525	54,218
Software & Computer Serv.	47,372	63,657

Sources: Employment Development Department; Regional Technical Alliance; SANDAG



TRANSPORTATION

KEEP THE REGION ON THE MOVE

Our transportation network provides access to different areas of the region via car, bus, trolley, bicycle, and even on foot. Another important element of our transportation system is our airport network. SANDAG has adopted a comprehensive 2020 Regional Transportation Plan (RTP) that provides the public policy blueprint for expanding and improving our transportation system. The RTP defines a number of goals for improving our transportation system. The goals listed below are developed from those in the RTP.

REGIONAL TRANSPORTATION SYSTEM

GOALS:

♦ The transportation system should be expanded and improved to include more bus routes, transit stations, rail and guideway transit systems, bike routes, car pool lanes, and pedestrian opportunities. Additionally, the region's transportation system and land uses should be better integrated, providing more opportunities for transit oriented development and walkable streets.

♦ By the year 2020, bottlenecks which contribute to traffic congestion on our freeways should be reduced from the current 77 miles to 29 miles on the region's 700-mile freeway system.

♦ Transit ridership should at least double to 400,000 trips per day by 2020.

♦ Airport facilities in the region should accommodate forecast increases in air passenger and cargo travel demand.

Smart growth principles are an important component of the Regional Transportation Plan. The RTP identifies various steps that must be taken to reduce traffic congestion, improve commute options, and curb urban sprawl. Improving the transportation system is essential for the success of REGION2020 and critical to maintaining the region's quality of life.

How much time people spend commuting demonstrates how our transportation system is functioning. Many people drive through heavy congestion on their way to and from work. Some commuters bypass freeway traffic by leaving earlier or later than during rush hours. Others take advantage of car pool lanes. Others commute by bus or trolley. And still others walk or bike to work.

We must provide more bus, trolley, and rail services, locate employment centers and residential areas closer to one another, and expand, build, and improve highways and roads.



An important aspect of the RTP is to provide alternatives to solo driving and increase transit options for commuters. SANDAG is committed to working with local governments and transit agencies to increase transit ridership during rush hours. The RTP includes strategies to keep increases in commute times to a minimum. In 1998, the average work trip in the region took 21 minutes. Planned improvements to the system will keep work trip commute times at no more than 24 minutes. In future progress reports, we will track the time it takes for commuters to get to and from work for specific destination areas, both by car and by public transit. We also will report the progress we are making in expanding the use of transit and car pooling.

How we continue to use Lindbergh Field to move residents, visitors, and cargo in and out of the region is an important decision. The RTP recognizes that Lindbergh Field cannot accommodate the increase from 223,257 takeoffs and landings in 1998 to 352,400 takeoffs and landings projected in 2020. Within two decades, Lindbergh Field will reach maximum capacity and will be unable to handle the forecasted passenger and cargo demand. Other options may have to be pursued if the region is to be assured it can meet its forecasted air passenger and cargo travel demands. Decisions on replacing, expanding, or supplementing Lindbergh Field must be made. SANDAG and the San Diego Unified Port District are finalizing a report on the long-term economic realities of the ability to meet capacity demands at Lindbergh Field. The analysis will help guide the public and elected officials in determining the future of the region's main airport.

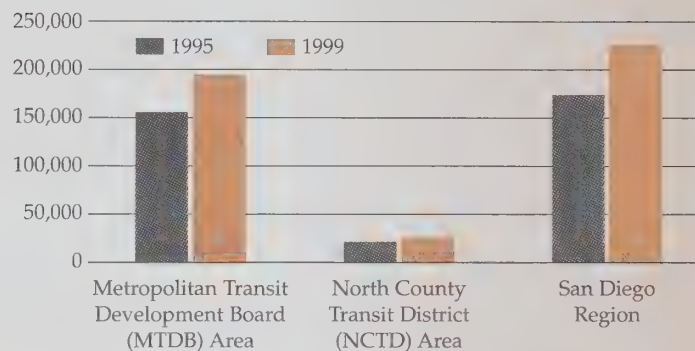


Another important consideration for Lindbergh Field is to better manage the traffic that flows in and out of the airport facility. Transit officials have stepped up efforts to connect the bus and trolley systems to the airport to provide efficient transportation options for residents, business people, and tourists.

ACTIONS AND RESPONSIBILITIES:

- ♦ Officials should prioritize funding for projects that integrate our land use and transportation systems, reduce sprawl and traffic congestion, and provide people with viable travel choices.
- ♦ SANDAG should evaluate how transportation funding is allocated to determine if the current distribution best serves the needs of the region.
- ♦ The region's transit agencies should finalize their strategic plans, implement route improvements, and increase the frequency of transit service in order to carry out the goals of the RTP.
- ♦ Officials should determine the best options for Lindbergh Field and other airport facilities in meeting the region's air passenger and cargo travel needs.
- ♦ Transportation funding should continue through an extension of the half-penny *TransNet* local transportation sales tax.

Transit Ridership
Daily Weekday Passengers



Source: SANDAG Passenger Counting Program





HOUSING

PROVIDE HOMES AND LOCATE THEM NEAR JOBS AND TRANSPORTATION

REGION2020 recognizes that providing adequate and affordable housing is one of our region's greatest challenges. The costs of both buying and renting housing have increased rapidly over the past few years, outpacing increases in household income. Additionally, where we locate our housing is of vital importance – it must be close to our jobs, transportation systems, and transit stations.

HOUSING SUPPLY

GOAL:

- ♦ Increase and diversify the housing supply in the region to keep pace with jobs and population growth. One unit should be built for every three people added to the region.

Housing supply is important because it affects issues such as homeownership rates, housing/rental costs, and housing choices. Not enough new housing is being built to keep up with population growth. During the 1970s, the region built, on average, one new housing unit per every 1.9 new residents. During the 1980s, it was one new unit per every 2.8 new residents. From 1990 to 1995 the ratio was one unit for every 3.4 new residents. Between 1995 and 2000, the number of new homes continued to decline, with only one new housing unit per every 5.6 new residents.

This imbalance between supply and demand has resulted in more people competing for limited homes, and escalating housing and rental costs. Another consequence of this imbalance has been longer commutes for those who have found more affordable housing in outlying areas and even across county lines. SANDAG's Regional Housing Task Force, which had its first meeting in March 2000, seeks to increase the supply of housing in the region through collaboration between public agencies, community groups, and the business and financial communities.

Although homeownership in the San Diego region has increased from 51 percent in 1990 to 56 percent in 1999, we trail the national homeownership rate by more than ten percent. One reason for our low homeownership rate is that a family earning the median household income is unable to buy the average-priced home in the region. The National Association of Homebuilders reports that in 2000 in the San Diego Region, residents earning the median income could afford to buy only 30 percent of the homes. While SANDAG's Partners in Homeownership Committee is making strides to increase homeownership in the region, much work still needs to be done to increase opportunities for homeownership at all income levels.

Not enough new housing is being built to keep up with population growth.



The region also is experiencing a shortage of rental housing and the supply that is available continues to increase in cost. From March 1991 to September 1999, the average apartment rent in the San Diego region increased from \$652 to \$857, marking an increase of over 30 percent. During the same period, the apartment vacancy rate dropped from over seven percent to about one percent. Additionally, a high percentage of lower income households in the region are paying over 50 percent of their income for rent. Often, high rents prevent renters from saving enough money for a down payment on a house, further exacerbating our region's already low homeownership rate.

ACTIONS AND RESPONSIBILITIES:

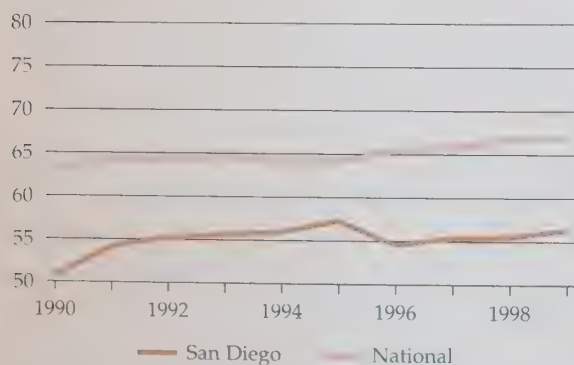
- ♦ The California State Legislature should reform the state/local tax system to provide communities with economic incentives to build needed housing instead of more, and often unnecessary, commercial projects.
- ♦ The California State Legislature should address and reach resolution on construction defect litigation, which has contributed to reducing the number of residential condominiums built.
- ♦ Local elected officials should maintain or increase residential densities in their general plans near existing or planned transit stations and major bus corridors, in mixed use cores, near major employment centers, and in redevelopment or infill areas.

SHARE OF HOUSING GROWTH OCCURRING IN THE REGION'S CITIES

GOAL:

- ♦ Reduce sprawl by limiting housing growth in the unincorporated area to no more than one-fifth (20%) of new housing units by 2020.

Homeownership Rates 1990 - 1999



Source: U.S. Census Bureau

During the 1990s, 85 percent of our region's new housing units were built in the incorporated cities, while the remaining 15 percent were built in the unincorporated area.

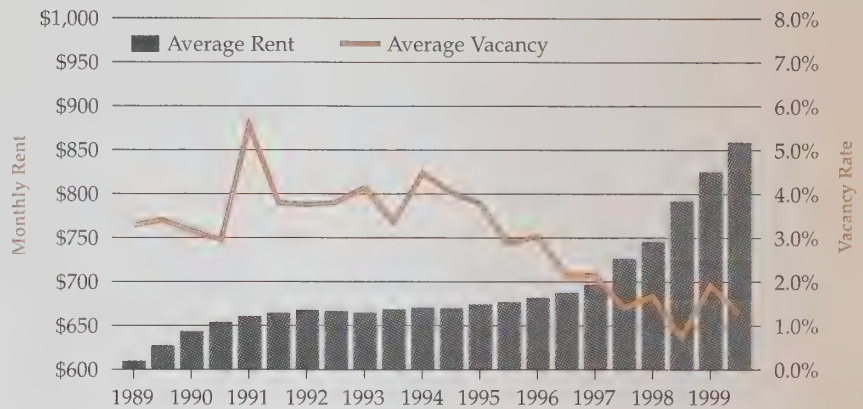
While the region currently is meeting the goal of limiting housing growth in the unincorporated area to no more than 20 percent of new units, implementing our region's existing land use plans and policies would prevent us from achieving this goal in the future. Under existing policies, the cities accommodate only 54 percent of the region's new housing units over the next 20 years, pushing almost one half of the new units (46 percent) into the county's unincorporated communities.

Several years ago, SANDAG analyzed various future land use alternatives, including continuing existing land use policies versus implementing smart growth policies. SANDAG approved the use of the 2020 Cities/County Forecast based on smart growth policies. This forecast allocates approximately 80 percent of new housing units to existing or planned communities in the incorporated cities and 20 percent of all new housing units to unincorporated areas, forming the basis for the housing growth goal.

ACTIONS AND RESPONSIBILITIES:

- ♦ The region's cities should work together to ensure that collectively their general plans accommodate 80 percent of new housing growth, and to target that growth in areas close to transit, jobs, schools, and services using pedestrian and bike-friendly strategies and designs.

San Diego Region Apartment Market



Source: San Diego Regional Chamber of Commerce

Location of New Housing Units by 2020

Sprawl vs. Smart Growth



Source: SANDAG



SHARE OF NEW HOUSING AND CIVILIAN JOB GROWTH CLOSE TO TRANSIT AREAS

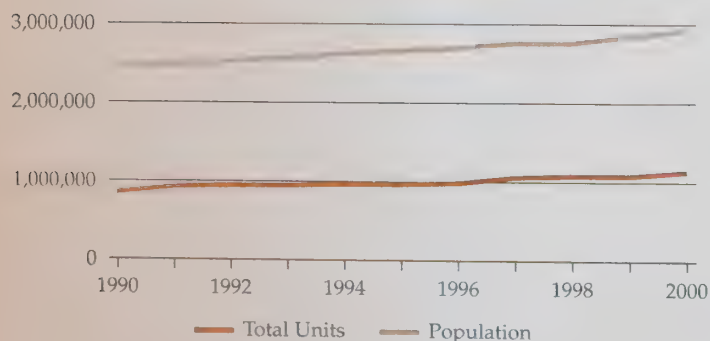
GOAL:

- ◆ Through its general plan update, the County of San Diego should embrace compact development and mixed use in its community cores to provide sufficient new housing, while minimizing the number of acres of urbanization in its undeveloped areas.
- ◆ Local jurisdictions should work together to ensure that facilities (i.e., recreational facilities, parks, libraries, sewer lines, water lines, transit, roads and streets, and open space) are provided to meet the increase in housing units.

- ◆ Locate at least 20 percent of new housing units and civilian jobs close to or within walking distance (1/4 mile) of existing or planned transit stations or major bus corridors over the next 20 years.

Another important aspect of smart growth includes providing an adequate balance between housing, jobs, and transportation choices within communities. In areas where more housing and jobs are located closer to public transit with frequent service, residents have more commuting choices. And in areas where residents can walk or ride their bikes in a pleasant and safe environment to transit stations, residents are more likely to take advantage of transportation alternatives, yielding a greater return on our transit investments. This type of land use is often referred to as “transit-oriented development” (TOD) or “neotraditional development.” This development resembles land use patterns that were more common in our recent past, as opposed to the suburban-style development that we currently see in our region and across the nation.

Population and Housing Stock



Source: California Department of Finance

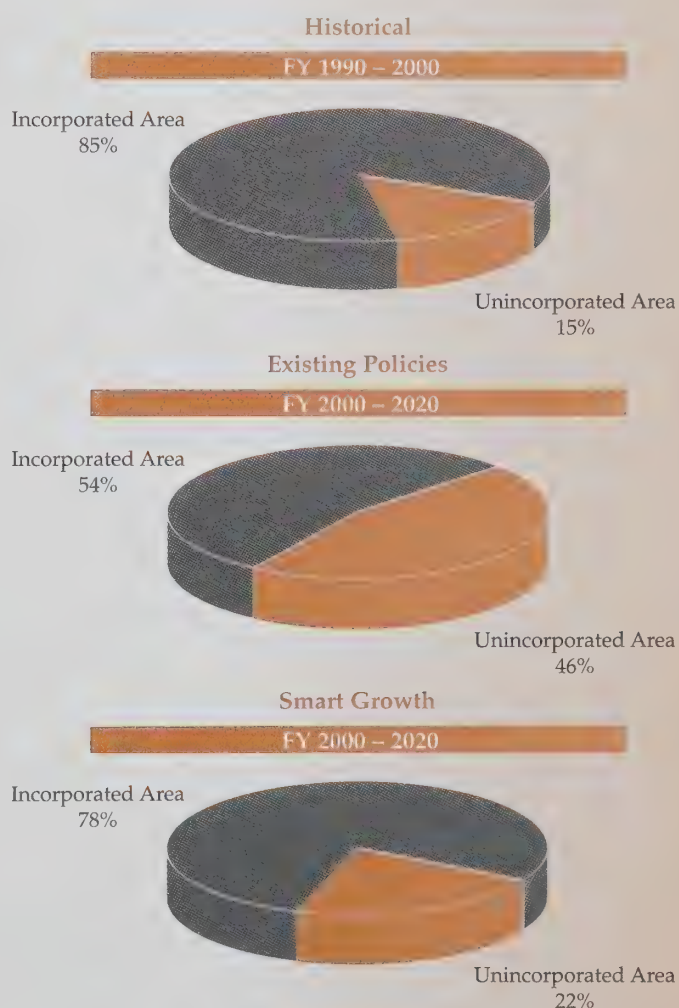
During the 1990s, only 11 percent of the region's new housing units were built near existing and planned transit focus areas or major bus corridors. (Major corridors are defined as those places where bus service is provided every 15 minutes in the mid-day.) Between 1990 and 1995, in the midst of the recession, the number of civilian jobs located close to transit areas declined by over 1,300. The 2020 Cities/County Forecast, based on the implementation of smart growth policies, projects that 25 percent of new housing units and 21 percent of new civilian jobs will be located near transit areas and major bus corridors in the next 20 years, forming the basis for the housing/jobs goal.

ACTIONS AND RESPONSIBILITIES:

- ◆ Through updates to general plans and zoning ordinances, cities should expand their efforts to connect moderate and higher density mixed-use communities to public transit with frequent service.
- ◆ Transit officials should increase coordination with city and county leaders to provide frequent bus and rail services to existing and future moderate and higher-density housing, schools, services, and job areas.

- ◆ Local jurisdictions should develop or refine pedestrian-oriented design guidelines for residential, commercial, and mixed-use transit projects and require implementation of the guidelines in all new and infill projects.
- ◆ SANDAG should offer funding priority to transportation projects that maximize connections between housing, services, schools, jobs, and transit stations.

Share of Housing Growth



Source: 1990 U.S. Census; 1991 - 2000 California Department of Finance Estimates; SANDAG Growth Forecast Technical Update.



ENVIRONMENT

PRESERVE OUR NATURAL RESOURCES

A significant part of our region's quality of life depends upon our environmental health. Protecting our natural resources and reducing urban sprawl are important for today's residents and future generations.

NATURAL HABITAT SYSTEMS

GOAL:

- ◆ Permanently protect the land within the regional preserve system by the year 2030.

The San Diego region has three major subregional habitat conservation planning programs with the goal of setting aside permanent open space for the long-term preservation of native plant and animal species. The three programs are currently at different stages of development; each will be coordinated, implemented, and interconnected through individual subarea plans prepared by local jurisdictions. Officials predict it will take the next 30 years to permanently protect the land in each of the preserve systems. This system also will allow for better land-use decisions and economic stability. This stability will come from certainty in the development process, as builders will know where new homes and employment can be placed to avoid sensitive habitats.

Multiple Species Conservation Plan (MSCP): The South County MSCP has been completed and its goal is to set aside 172,000 acres of habitat. Local agencies within the MSCP are responsible for adopting subarea plans that outline how they will preserve their share of the preserve system. Approximately 82,000 acres of existing public open space are included in the MSCP habitat preserve. Additionally, the City of San Diego, the County of San Diego, and the City of Poway have conserved an additional 24,800 acres since their plans have been adopted. Of the 172,000 acres needed for preservation, over 60 percent already has been preserved. The North County MSCP is currently in the planning stages, with the draft plan slated to be completed late next year.

Multiple Habitat Conservation Program (MHCP): The MHCP focuses on habitat conservation in the seven north county cities and is currently in draft form. Although the program still requires approval, its goal is to conserve approximately 19,000 acres of habitat, of which roughly 8,800 acres (46 percent) are already in public ownership and contribute toward the habitat preserve system.

Coordinated habitat conservation programs are underway to set aside thousands of acres for the long-term preservation of native plant and animal species.



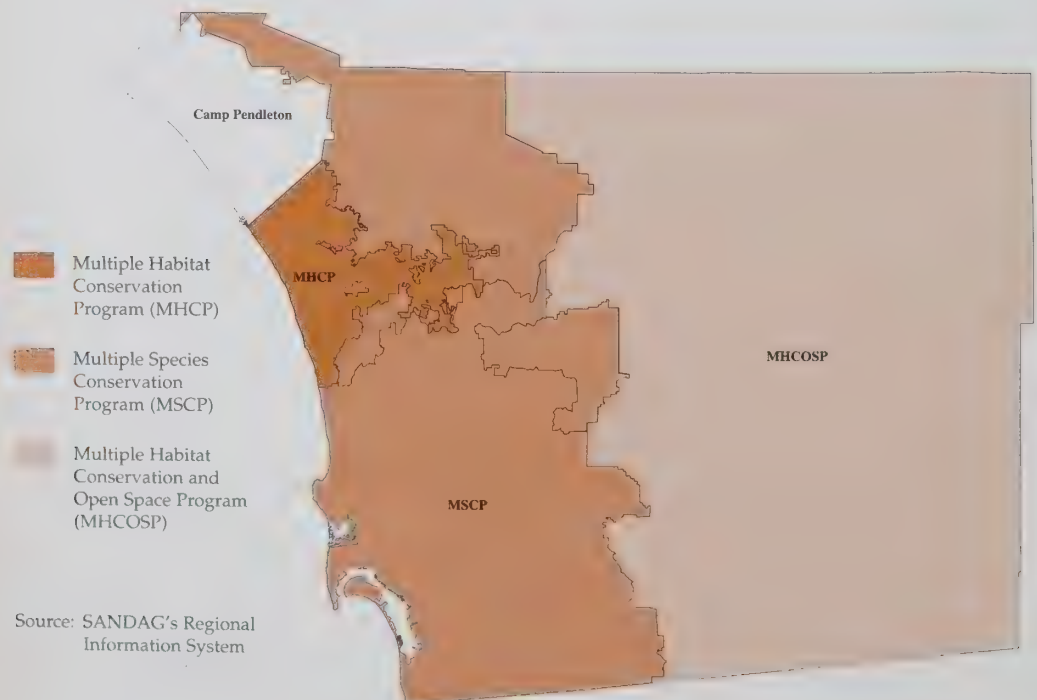
Multiple Habitat Conservation & Open Space Program (MHCOSP): In the East County, the MHCOSP is being developed by the County of San Diego for the 1.5 million acres of the unincorporated area. The Cleveland National Forest, the Bureau of Land Management, and the Anza Borrego State Park will serve as the cornerstone of the program, where almost one million acres of public land will be considered for inclusion into the preserve.

The San Diego region has over 200 plants and animals that are listed or proposed to be listed by federal or state governments as endangered, threatened, or rare. In addition, a number of plants and animals are of local concern because of their declining populations. One of the main goals of these multiple species/multiple habitat conservation plans are to ensure the long term protection and continued viability of the remaining native plant and animal species in the region.

The MSCP and MHCP together are planning for habitat preserves systems that will protect 113 threatened and endangered species. Under current habitat preserve designs, approximately 100 species will be covered. In addition to protecting the currently listed species under the MSCP and MHCP, additional species that currently are not listed also will be protected.

ACTIONS AND RESPONSIBILITIES:

- ◆ Cities and communities should (1) finalize their habitat plans and obtain approval from wildlife agencies; (2) continue to work with state and federal agencies to obtain necessary permit authority; (3) establish a permanent funding base for acquisition and land management; (4) work with landowners, developers, and other groups to preserve sensitive habitats through acquisition, dedication, mitigation, or other



methods; (5) continue to track and report on habitat losses and preserve assembly; and (6) monitor the habitat preserves to ensure that they are protecting species and habitats.

WATER SUPPLY AND CONSERVATION

GOALS:

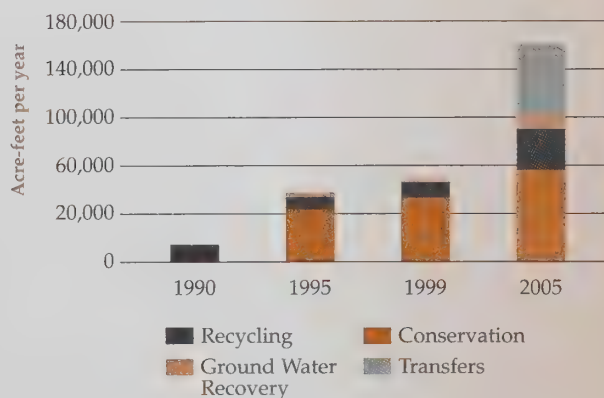
- ◆ Diversify the San Diego region's water supply by increasing the percent of water transfers and local supplies from 7 percent today to 40 percent by 2020.
- ◆ Ensure the stability of water delivery from the Colorado River and State Water Project.

More than 90 percent of our region's water is imported from the Colorado River and northern California in any given year. Last year, the San Diego region used approximately 620,000 acre-feet of water. (One acre-foot is about 326,000 gallons, or enough water to cover one acre to a depth of one foot. An acre-foot can supply the household needs of two typical families for one year.) Increasing population and jobs within our region will require us to develop additional local supplies (water conservation, water recycling, and brackish groundwater recovery) and water transfers to diversify our supply and meet future demands. Last year, local supplies and transfers accounted for only seven percent of total water use.



In 1991, the San Diego County Water Authority and many of its member agencies signed a memorandum of understanding regarding urban water conservation in California. Eight years later, in 1999, water conservation increased from hardly a drop to 34,000 acre-feet. The 620,000 acre-feet of water demand in 1999 would have been much higher if not for the region's conservation effort. The 2020 water conservation goal established by the County Water Authority is approximately 90,000 acre-feet, which is about ten percent (10%) of total water use and a quarter of the goal listed above.

Existing and Projected
New Water Sources



Source: San Diego County Water Authority



The region also has seen improvements in the development of local water supply through recycled water and brackish groundwater recovery. These figures have increased by 87 percent during the 1990s, from about 7,000 acre-feet to 14,000 acre-feet. The goal is 67,000 acre-feet by 2020, providing approximately seven percent of total water use.

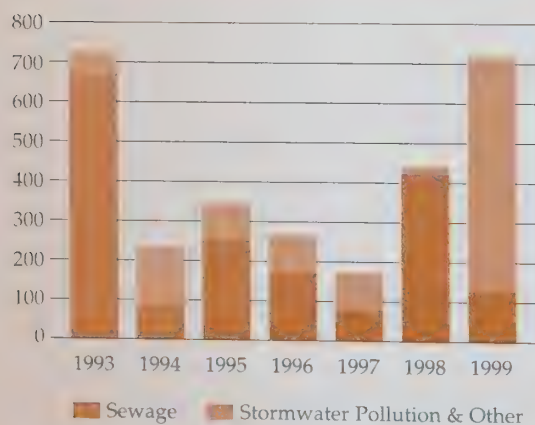
In April 1998, the County Water Authority entered into a Water Conservation and Transfer Agreement with the Imperial Irrigation District to help ensure the stability of

water delivery from the Colorado River. The arrangement represents the first long-term, agriculture-to-urban water transfer for the San Diego region. Transfer of the conserved Colorado River water is expected to begin in 2003, and provide 200,000 acre-feet (or about 23 percent of the region's water) by 2020. This constitutes just over half of the goal of increasing local supplies and transfers to 40 percent by 2020.

ACTIONS AND RESPONSIBILITIES:

- ♦ The County Water Authority and its member agencies should continue to implement water conservation, recycling and groundwater recovery programs, and proceed as planned with the County Water Authority/Imperial Irrigation District Water Conservation and Transfer Agreement.
- ♦ Residents should proactively conserve water.
- ♦ Local jurisdictions should require water conservation mechanisms such as separate irrigation meters for commercial and large residential common-use areas to better manage landscape water use and installation of high efficiency dishwashers and coin-operated clothes washers in commercial businesses.
- ♦ Local jurisdictions also should encourage the use of recycled water when this supply is available and meets all regulatory requirements.

Beach Closure-Days 1993-1999



Source: County Department of Environmental Health

WATER QUALITY/ BEACH CLOSURES

GOAL:

- ♦ Reduce beach closure days by one-half by 2020.

The San Diego region's water bodies, including lagoons, estuaries, beaches, and bays, are some of our most valuable natural resources. Lagoons and estuaries provide habitat for many of the region's rare, threatened, and endangered species, and beaches provide residents and visitors places for relaxation and recreation. Ensuring the quality of these waters is important to maintain a high quality of life. This can be accomplished by eliminating sewage spills and chemical pollution, and by reducing stormwater pollution that occurs when rainwater flows to the water bodies.

The water in the region's lagoons and estuaries is vital to San Diego's various ecosystems as they support a variety of plant and animal species. There are major concerns with lagoons and estuaries meeting water quality standards. High levels of sedimentation, chemicals, bacteria, and eutrophication (water pollution caused by plant nutrients that leads to excessive vegetation growth) have impaired bodies of water including the Buena Vista, Agua Hedionda, Batiquitos, San Elijo, and Los Peñasquitos lagoons, as well as the Tijuana River Estuary.



Ensuring that the waters at the region's beaches and in its bays are healthy is essential. These areas are major attractions for both residents and visitors and are a vital ingredient in the economy. Often, many of the beaches and bays are closed because they are unsafe for swimming and other water-based activities. These closures can range in size from a few hundred feet to the entire stretch of the coast. The duration of closures can range from one day to closure throughout the year.

In 1993, there were 727 beach closure-days. 676 of these were due to sewage spills and 51 were due to other causes, including stormwater pollution. (Each stretch of beach that is closed counts as one closure-day. This can result in more closure days than the number of calendar days in a year.) In 1999, there were 720 beach closure-days, about the same as in 1993. The number of closure-days caused by sewage spills, however, decreased to 127, but the number of beach closure-days caused by other reasons increased to 593. While the total number of closure-days is virtually identical in

the two years, the number caused by sewage spills dropped dramatically, as the region improved its sewer systems. While the number of closure-days from other causes increased, the quality of water at the region's beaches has actually improved over the past decade. For the most part, the rise in closures due to stormwater pollution or other factors can be attributed to stricter standards for acceptable bacteria levels implemented by the State of California Department of Health Services in 1999, and to improvements in monitoring procedures.

Pollution that originates in Mexico is of special concern to the South County, as the Tijuana River and beaches close to the border are declared unhealthy on a routine basis. Binational cooperation to address this issue has increased through direct collaboration between the Municipality of Tijuana, the City

of San Diego, and the City of Imperial Beach. Another collaborative effort is the Bight of the Californias Project which seeks to reduce land-based sources of ocean pollution in both the United States and Mexico.

While the water quality of San Diego's beaches and bays has improved somewhat, more progress is needed. There are many days when marine life suffers from pollution caused by human activity, and residents and tourists are restricted from enjoying the region's beaches.

ACTIONS AND RESPONSIBILITIES:

- ♦ Local jurisdictions and sewer districts should improve and monitor sewer systems to adequately support existing and future populations and prevent sewage spills.
- ♦ The Regional Water Quality Control Board, and local land use authorities and businesses in both the United States and Mexico should increase coordination to reduce stormwater pollution into the ocean, bays, lagoons, and estuaries. This coordination should be done before issuing building and land use permits.
- ♦ Environmental and community groups, in conjunction with local jurisdictions, should educate residents about water quality and stormwater pollution issues, and residents should reduce the number of pollutants they contribute to the stormwater drainage system.





AIR QUALITY

GOAL:

- ♦ Reduce the number of unhealthy air days resulting from local conditions by half by 2020, according to California Clean Air Act standards.

While the San Diego region has made significant strides in reducing the number of unhealthy air days, more can be done to decrease pollutants. Since California clean air standards are stricter than federal standards, this report monitors how our region is satisfying the state's guidelines.

Records from the Air Pollution Control District (APCD) show that San Diego exceeded the state ozone standards 27 days in 1999, compared to 51 in 1996. Air quality over the last two decades clearly indicates a dramatic reduction in the annual number of "unhealthy" ozone events. In 1999, there were no Stage I episodes (commonly called smog alerts). San Diego has not had a Stage I episode since 1991, and no Stage II alerts since 1979. According to the APCD, smog transported from the metropolitan areas of Los Angeles, Orange, San Bernardino, and Riverside

Counties is a key factor on more than half the days San Diego exceeds clean air standards.

Effective emission reduction programs such as state and federal clean motor vehicle programs and cleaner gas, in addition to weather conditions in Southern California, have contributed to this improvement. The San Diego region must continue its efforts to maintain its progress and meet California standards for clean air.

Air Quality						
Days exceeding one-hour California Air Quality Standards						
Station	1994	1995	1996	1997	1998	1999
Chula Vista	4	7	1	10	2	4
El Cajon	11	17	8	7	14	3
Oceanside	2	5	4	6	3	0
SD - Overland	2	8	7	7	4	3
Del Mar	4	12	2	4	1	1
Escondido	10	12	12	5	9	1
Alpine	71	77	45	29	47	21
SD - 12th Avenue	0	3	1	5	1	0
Camp Pendleton	*	*	*	6	9	1
Otay Mesa	9	17	6	10	0	1
Basin Total	79	96	51	43	54	27

*Monitoring at Camp Pendleton started in 1997.

Source: Air Pollution Control District



ACTIONS AND RESPONSIBILITIES:

- ◆ Elected officials, transportation planners, and land use planners should work together to implement transportation plans that promote alternatives to solo driving, encourage walking and biking, and increase the use of public transit.
- ◆ Residents should ensure their cars meet all smog requirements.
- ◆ APCD should monitor and enforce regulations so that potentially polluting operations and industrial equipment meet emission standards.

ENERGY USE GOALS:

- ◆ Meet the region's energy needs in an affordable and environmentally sound manner.

- ◆ Work with private sector providers and state and federal energy agencies to provide adequate and diverse energy sources.
- ◆ Increase the use of alternative energy sources such as wind, biomass and solar by 50 percent during the next 20 years.
- ◆ Reduce per capita energy consumption by 10 percent from year 2000 levels by 2020.

A reliable and adequate energy supply is vital to sustain the region's economy. The current energy crisis in Southern California demonstrates the critical need for a system that provides the region's energy supplies in an affordable and environmentally sound manner.

Many aspects of the production, distribution, and consumption of energy have a profound impact on the environment. The conservation and efficient use of energy will play a very important role in our future if we are to maintain the amount and quality of desired services that energy facilitates.

From 1995 to 1999, while the population grew by approximately 8 percent and gross regional product (GRP) increased by 28 percent, the consumption of electricity rose by 13 percent and the consumption of natural gas grew by 21 percent. Although our economy has become more energy efficient and the growth rate of energy use in different economic sectors

appears to be stabilizing, our net per capita energy consumption has grown during this time period. This means that, as a whole, although we are using energy more efficiently, we are still growing in total energy consumed.

Various factors explain this increase in energy consumption. Although the efficiency of individual energy appliances has improved, we have seen the proliferation of relatively high-energy demand computers and Internet use in businesses and homes. Additionally, the increased rate of residential, commercial, and industrial development in our inland areas has resulted in a greater use of air-conditioning than milder coastal regions, and in greater transportation needs, yielding additional fuel consumption.

In 1994, SANDAG adopted the Regional Energy Plan, which contains energy policies and actions. One of the key developments that has occurred since the adoption of the Plan is the restructuring and partial deregulation of California's electric industry. The Plan is in the process of being updated; the goals in this report will be finalized at the end of that process.

The Regional Energy Plan joins a variety of utility and state government plans that affect energy supply and demand in the region. The extensive amount of utility and state decision-making on regional energy affairs underscores the importance of a Regional Energy Plan that advocates local needs and preferences. As the San Diego region continues to grow, energy

should be used more efficiently, decreasing per capita consumption. Energy also should be cleaner, using more alternative sources that are less harmful to the environment.

For the past two decades, San Diego and Tijuana have shared energy across the border. Since both areas are relatively isolated from their national power grids, steps are being taken between agencies in both San Diego and Tijuana to further solidify and formalize this energy relationship.

ACTIONS AND RESPONSIBILITIES:

- ◆ Local jurisdictions and the private sector should promote policies that (1) increase the use of energy-efficient technologies and practices; (2) promote energy-efficient site designs; (3) increase the use of clean energy sources; and (4) meet or exceed state and federal efficiency standards for appliances and buildings.
- ◆ Local governments and energy producers should work together much more closely to identify and remove legal and regulatory barriers that impede the development of alternative energy sources and technologies.
- ◆ Local governments, SANDAG, Caltrans, the region's transit agencies, and the Air Pollution Control District should work together to promote land use strategies that contribute to reducing energy consumption.





FISCAL REFORM

LEGISLATIVE ACTION NEEDED TO PROTECT LOCAL REVENUES

The current tax system between the State of California and its local governments is an impediment to sustainable communities. The unpredictability of budgets at the local level disrupts the ability of local governments to plan for and provide adequate infrastructure and public services. This system restricts the freedom of local governments to manage their own fiscal affairs. It encourages jurisdictions to compete among themselves for the weakest contributors to economic prosperity – retail outlets – and in the process discourages home construction.

STATE-LOCAL TAX SYSTEM

GOALS:

- ♦ Protect local government revenues through a state constitutional amendment by 2005.
- ♦ Reduce the “fiscalization” of land use.

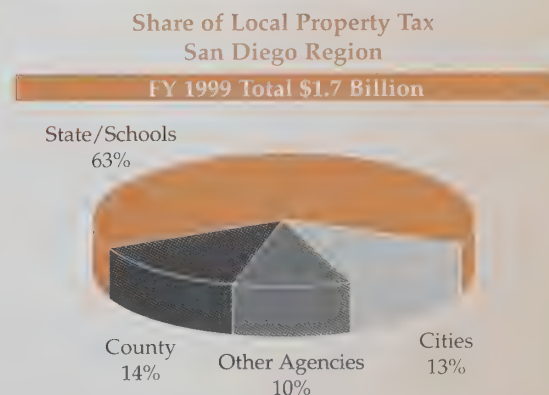
Due to current tax distribution policies between state and local governments, local government officials have lost much of their control over tax revenues. One way that local governments try to regain their fiscal powers is through land use policy. In many instances, local elected officials approve retail development projects because they produce revenue through sales taxes. This results in what is known as the “fiscalization” of land use: the favoring of retail development over housing and other noncommercial projects, even though other projects may be more beneficial for local residents, the community, and the region.

SANDAG has prepared a proposal that identifies solutions for transforming the current state-local fiscal relationship. The proposal, which is under discussion with our

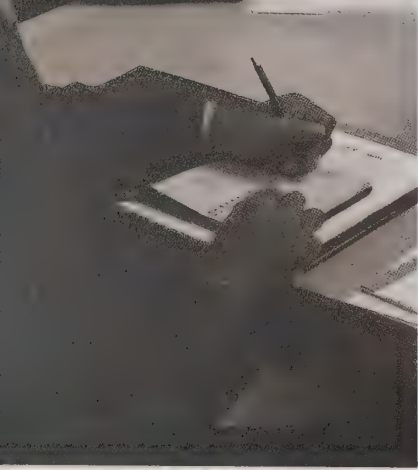
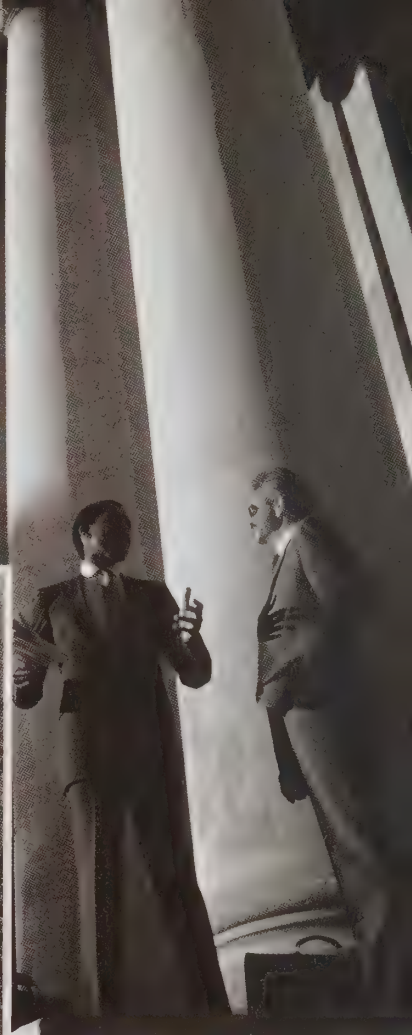
region’s jurisdictions, encourages a new system based on protecting local revenues, adding flexibility for local governments, and strengthening growth management incentives. A number of other reform proposals have been introduced into the California State Legislature by state legislators, the Speaker’s Commission on State/Local Finance, the League of California Cities, the California State Association of Counties, as well as other agencies and organizations. SANDAG will track progress toward legislative action and a constitutional amendment that results in state-local fiscal reform.

ACTIONS AND RESPONSIBILITIES:

- ♦ SANDAG should continue to work with state legislators, county supervisors, city council members, city managers, and other stakeholders for advancing a proposal to the state legislature for a constitutional amendment that provides state-local fiscal reform.
- ♦ State legislators should approve a constitutional amendment that protects local government revenues and reduces the fiscalization of land use.



Source: California State Board of Equalization.



IT TAKES A REGION

This report shows that, as a region, we have work ahead of us to improve and maintain our quality of life. In some areas, small improvements will yield great progress. In other areas, sweeping changes are necessary to reverse negative effects of the recession, poor land use planning, and inadequate infrastructure in the face of continuing growth. The decisions we make and the actions we take must be bold and innovative to effectively connect our economy, transportation, housing, environment, and local government revenues. And, we must ensure we coordinate our actions and efforts with Riverside and Orange Counties and Baja California to benefit the entire expanded region.

The REGION2020 growth management strategy is an ambitious program because it calls for our residents, community leaders, educators, business people, elected officials, and other policymakers to come together to make changes in how we use our land for our homes, jobs, and transportation systems. In the past several years, various efforts have been pursued to develop regional indicators. The indicators in this report will help SANDAG monitor the region's progress in the subject areas of the REGION2020 Strategy.

The elements of the Strategy are interrelated and interdependent. As we monitor our progress toward achieving our goals and implementing smart growth initiatives, we will identify those efforts and people who are making a positive difference and report areas in need of more work. This will help guide public policy and funding to ensure that we use our resources wisely, maintain our quality of life, and positively handle our anticipated population, housing, and job growth in future decades.





REGION 2020

SMART GROWTH DEFINITION, PRINCIPLES, AND DESIGNATIONS

Summer 2000

DEFINITION OF SMART GROWTH IN THE SAN DIEGO REGION

Smart growth is a compact, efficient, and environmentally sensitive pattern of development that provides people with additional travel, housing, and employment choices by focusing future growth away from rural areas and closer to existing and planned job centers and public facilities.

PRINCIPLES FOR SMART GROWTH IMPLEMENTATION

Local Level

Land Use and Urban Design. Reduce sprawl by focusing future growth in the cities and in the appropriate unincorporated suburban communities and village centers through new development, redevelopment, and infill, emphasizing pedestrian-friendly design and mixed use* development.

Travel Choices. Provide people with additional travel choices (walking, biking, rail, bus, and automobile). Some ways of accomplishing this include:

- ♦ Designing transit systems to serve the highest residential and employment densities and to connect key activity centers, including major employment centers, commercial and residential areas, airports, universities, hospitals, zoos, and others;
- ♦ Locating higher densities and mixed use development in areas with frequent transit service; and
- ♦ Providing safe and convenient pedestrian and bike access to activity centers and transit stations.

Jobs/Housing Balance. Locate housing near or within major employment areas and provide employment opportunities near major housing areas.

Housing Choices. Provide, in each community, a variety of housing types for residents of all incomes.

Infrastructure Capacity and Location. Provide adequate infrastructure (as referenced in local planning documents) in designated smart growth focus areas.

Environment. Protect open space and habitat areas. When constructing residential, commercial, or industrial areas, or building transportation systems, promote environmentally sensitive development that conserves water and energy, protects water quality, and promotes the use of alternative energy sources.

Consistency between Local Plans and Regional Forecast. Reconcile local plans with the regional forecast agreed upon by SANDAG.

Commitments. Incorporate smart growth principles into local general and community plans, zoning ordinances, project review criteria, street design standards, and other development processes.

Regional/State Level

Economy. Promote economic prosperity that results in a rising standard of living for our region's residents by attracting high value jobs, supporting a highly educated work force, and taking advantage of the region's economic generators.

Incentives and Resources. Provide regional funding and other incentives to local jurisdictions that plan for and implement smart growth within designated smart growth focus areas, and identify other federal, state, regional, and local smart growth resources.

State-Local Fiscal Reform. Pursue state-local tax reform to provide local jurisdictions greater fiscal stability and to encourage a better balance between building housing and retail centers.

Indicators. Establish indicators and regularly measure progress toward achieving smart growth goals and improving our residents' quality of life.

DESIGNATION OF SMART GROWTH FOCUS AREAS

Smart growth focuses future growth away from rural areas and closer to existing and planned job centers and public facilities. Therefore, most growth in the region should occur primarily in these locations in this order of priority: in the cities, in unincorporated suburban communities adjacent to cities, and in unincorporated village centers, as opposed to rural or agricultural areas.

Smart growth focus areas should (1) accommodate or have the potential to accommodate higher residential and/or employment densities, and (2) be located in one of the following areas:

- ♦ Key activity centers that are or could be connected to other activity centers by transit.
- ♦ Areas within walking distance (approximately 1/4-mile) of the region's existing or planned light rail stations, commuter rail stations, or major bus corridors with frequent service.
- ♦ Pedestrian-friendly town and village centers.

Through the REGION2020 process, SANDAG will ask local jurisdictions to identify smart growth focus areas within their jurisdictions. SANDAG will provide funding incentives for projects within focus areas. Allocation of the funding incentives will be based on criteria reflecting the smart growth principles developed through the REGION2020 process.

* Mixed use refers to the mixing, or combining, of land uses in an attempt to reduce dependency on the automobile and increase sense of community. Mixed use is achieved by placing housing, jobs, services, and recreational land uses closer together or on different stories of the same building, and is often within walking distance of public transit.



The 18 cities and county government are SANDAG serving as the forum for regional decision-making. The Association builds consensus, makes strategic plans, obtains and allocates resources, and provides information on a broad range of topics pertinent to the region's quality of life.

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